

High Marks

The CalPERS 2008 Pharmacy Plan Customer Satisfaction Survey

Survey Purpose

To measure:

- Knowledge
- Attitudes
- Practices
- Customer satisfaction

of CalPERS pharmacy plan users

Pharmacy Plans Surveyed

Blue Shield

Kaiser

Medco

Survey Methodology

- Administered in January, 2008, by telephone
- 59-question survey instrument
- 1,200 respondents, 400 from each plan
- Double-stratified sample
- Random within sub-samples
- Most customer satisfaction items measured by a one-to-ten Likert Scale

Who Was Surveyed?

- CalPERS pharmacy plan members with at least one prescription filled in 2007 (895,436)
- Because of prescription fulfillment, sample was older than CalPERS membership

	Medco	Blue Shield	Kaiser	Totals
Basic	200	200	200	600
Supplement to Medicare	200	200	200	600
Totals	400	400	400	1,200

How Precise?

Group	Size	Error
Full sample	1,200	± 2.8%
Either type of health plan	600	± 4.0%
Any pharmacy plan	400	± 4.9%
Any sub-sub-sample	200	± 6.9%

How Rated?

By the One-to-Ten Likert Scale

Rating	Meaning	Rating	Meaning
10	Highest possible	5	Average
9	Very high	4	Below average
8	High	3	Low
7	Above average	2	Very low
6	Average	1	Lowest possible

Main Results

- Very high customer satisfaction ratings
- Medco and Kaiser excel in customer satisfaction, Blue Shield not far behind
- Medco sets pace in mail order fulfillment
- Move to generic drugs appears strong
- Specialty drug users well satisfied

Customer Satisfaction Ratings

Overall Among Three Pharmacy Plans

Blue Shield	8.9
Kaiser	9.2
Medco	9.1

No statistically significant differences
among these overall ratings

Customer Satisfaction Ratings

Basic Versus Supplement-to-Medicare

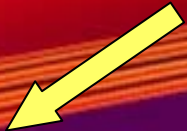
Basic	9.0
Supplement-to-Medicare	9.1

No statistically significant
difference between these ratings

Customer Satisfaction Ratings

By Prescription Fulfillment Method

Walk-in pharmacy	9.3
Web site order to pharmacy plan	9.0
Telephone order to pharmacy plan	9.1
Mail-in order to pharmacy plan	8.6



Lower satisfaction with mail-in orders is statistically significant

Customer Satisfaction Ratings

By Pharmacy Plan and Health Plan

	<u>Basic</u>	<u>Medicare</u>
Blue Shield	8.9	8.8 
Kaiser	9.2	9.2
Medco	9.0	9.2

Lower satisfaction among Blue Shield Supplement-to-Medicare members is statistically significant

Migrating Members to Generic Drugs

Received plan information on generic drugs	77%
Sought generic drug information on own	40%
Switched to generic drugs	63%

Opportunities

- Higher use of mail order fulfillment
 - Now 2 in 3 for Medco, 1 in 3 for others
- All plans: Better telephone auto-attendants, shorter waiting times
- Training on serving older customers
- Resurvey biennially

Thank You

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